



*The Magic of
Aladdin's Lamp
could do no more
for you*

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BUY a bottle of ED. PINAUD'S Lilac, the exquisite French Toilet Perfume.

Put some of it in an atomizer or on your handkerchief.

Close your eyes and inhale deeply of the fragrance.

You are transported to an old-fashioned garden.

You are breathing the sweet-scented atmosphere of a beautiful Spring morning in the country.

You forget everything else and you wonder how the very soul of the Lilac could be imprisoned in a bottle.

ED. PINAUD did this for you and every other perfume lover one hundred years ago. A century of Lilac fragrance has made ED. PINAUD'S name immortal.

Of course you love perfume, and just think, you can have the real Lilac fragrance every day in the year, instead of a few days in the Spring-time, simply by having ED. PINAUD'S Lilac Vegetal always on your boudoir table.

*For Christmas giving
ED. PINAUD'S Lilac
has ever been a great favorite*

ED. PINAUD'S Lilac is greatly favored as a holiday gift, both for men and women. Men prefer it for use after shaving instead of bay rum or witch hazel. Women use it for handkerchief, atomizer and bath.

Your dealer will supply single bottles. Or you can buy a carton of 6 bottles (enough for a year).

A WORD ABOUT PRICES

A 6-oz. bottle of ED. PINAUD'S Lilac costs no more than a one ounce fancy-package perfume of inferior quality. ED. PINAUD'S Lilac has all the value in the perfume itself, instead of in an expensive cut glass bottle. For this reason ED. PINAUD'S Lilac is within everyone's means—Exquisite French quality at reasonable cost.

PARFUMERIE ED. PINAUD

18 Place Vendôme, PARIS

American Import Offices, ED. PINAUD Bldg., New York.

ED. PINAUD